

MAIN FEATURES

Industrial development is a matter of the greatest interest and importance for every community in Canada today but there has been, until now, little formal training available in industrial development and promotion work.

Most people now working in the field gained their knowledge and competence through hard experience and, as a result, have developed their own brand of professionalism with its specific approaches, techniques and practices.

The Department of Regional Economic Expansion has prepared an original and self-contained basic course of instruction to be used by those working in industrial development, and its related fields, anywhere in Canada.

If you, or any of your staff or associates, work in industrial development, or if it is important for you to have some knowledge and understanding of what it entails, this course has been prepared for YOU.

The INDUSTRIAL DEVELOPMENT TRAINING COURSE can help you make your community a better place in which to live and work.

It can be presented as a full course, or as a number of separate seminars

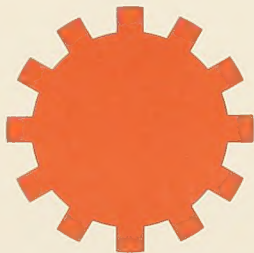
It may be presented at any level of sophistication to suit the students

It can be presented entirely by competent and locally available instructors

It is available in English and in French

The Department of Regional Economic Expansion will supply

- Students' textual material
- Instructors' Guides
- Audio-visual aids
- Guidance for instructors



IF YOU ARE...

- on the staff of an industrial commission
- a business development officer of a public utility, transportation company or bank
- an accountant or lawyer with industrial clients
- on the staff of a development branch of government
- a member of a local development committee
- actively interested in the industrial development of your area

Write for further information to:

- Industrial Intelligence and Promotion Branch
Department of Regional Economic Expansion
161 Laurier Avenue, Ottawa 4, Ontario

INDUSTRIAL DEVELOPMENT TRAINING COURSE

prepared for the



DEPARTMENT
OF REGIONAL
ECONOMIC
EXPANSION

by the
CANADIAN ASSOCIATION
FOR ADULT EDUCATION

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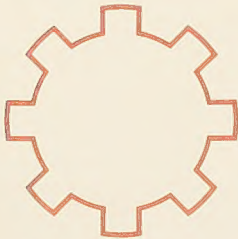
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COURSE CONTENTS

ECONOMIC BACKGROUND FOR INDUSTRIAL DEVELOPMENT IN CANADA

- External factors affecting industrial development
- Effects of industrial trends on communities
- The new techniques
- The need to look ahead



THE ROLE OF THE COMMUNITY IN INDUSTRIAL DEVELOPMENT

- Impact of industrialization on individual communities
- Need to involve the community
- Encouraging effective local participation
- The need to learn about the community
- Six approaches to studying the community
- Sources of information

ORGANIZATION FOR INDUSTRIAL DEVELOPMENT

- Growth of industrial development organizations
- A good industrial development committee
- The local industrial development committee
- Patterns of organization
- Regional organizations

The Industrial Development Training Course has been especially designed for those who require formal training in industrial development practices and methods and will enable them to assess their community's resources and to identify and understand the influences that shape its present and future.

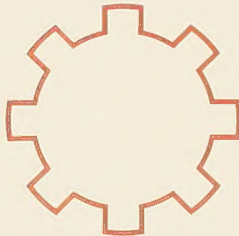
IDENTIFYING TYPES OF INDUSTRY

- Categories of industry
- The category most suited to the specific community
- Industry location analysis
- Cost factors in the industrial process
- Feasibility studies

It provides a practical introduction to the knowledge and skills required for successful industrial development work and will give participants a realistic understanding of this highly specialized field so that they may play a more meaningful part in the development of their community.

INTERNAL PROMOTION

- Why internal promotion
- What is public relations
- Identifying the audience or publics
- How to reach the various publics
- Preparing and presenting information
- Examples of publicity materials



LAND, BUILDINGS AND INDUSTRIAL PARKS

- Industrial land and buildings
- Factors in selecting and acquiring industrial land
- What is an industrial park
- Guidelines for developing and managing industrial parks
- Role of community in providing industrial space

FINANCING INDUSTRIAL DEVELOPMENT

- Financing in relation to the industrial developer
- Sources of financing
- Government assistance
- Case studies
- Financing organizations

INDUSTRIAL PROSPECTING

- Finding industrial prospects
- How to carry out research
- Key prospect-generating agencies
- 12 basic steps in converting the prospect into a new industry
- Finding non-industrial prospects
- Getting to know your local industry
- Assisting and developing your local industry